



Press release

Focus on nature, culture, and people:

Rediscover destinations with the Import Promotion Desk

Our around 25 partner tour operators from Ecuador, Nepal, Sri Lanka, Tunisia and Uzbekistan will be presenting a wide range of sustainable travel products at ITB Berlin 2025! Meet us in Hall 4.1 Stand 210

Bonn/Berlin, 23/01/2025 – Discover extraordinary travel experiences covering adventures in the nature, interactions with animals, over trekking and cycling tours to culinary and cultural journeys – the Import Promotion Desk (IPD) will be presenting these special adventures at ITB Berlin from 4 to 6 March. Our partner are small and medium-sized companies seeking ecological and social sustainability goals and work closely with the local communities. All providers have been carefully assessed by IPD experts and prepared to meet European market standards. As an initiative promoting imports and tourism, IPD supports European tour operators in expanding their portfolio of sustainable tourism offers. The IPD is a project of the German Federal Ministry for Economic Cooperation and Development. Its services are neutral and free of charge.

Nature and cultural experiences

Around 25 tourism companies from Ecuador, Nepal, Sri Lanka, Tunisia and Uzbekistan will be represented at ITB Berlin. "South Expeditions" from Ecuador offers a canoe trip on the sea, "Burhan Wilderness Camp" from Nepal organizes a wildlife safari and "Nagenahiru Foundation" from Sri Lanka Creates opportunities for bird watching. In addition to special nature experiences, the companies offer authentic cultural interactions. "Quinti" presents its guests with culinary specialities from Ecuador. "Sawa Taste of Tunisia" gives guests an insight into Tunisian cuisine. "Dar Ayed" takes their guests to the Dahar region and presents the cultural heritage of the Tunisian mountain region. "Pilgrim Travel System" shows the cultural highlights of Uzbekistan.

Community-based tourism

It is a special experience to stay overnight with locals and to immerse yourself in their world for a short time. You get the opportunity to meet the local population on Equal terms and to experience the foreign culture authentically. IPD has companies from Ecuador, Nepal, Tunisia, and Sri Lanka in its program organizing these homestays. "Aroma Nepal Treks", for example, specializes in trekking tours in less travelled regions of the Himalayas and offers tours with host families. WildyNess" from Tunisia also organizes tours where locals show their homeland and their traditions.



Event information:

Panel discussion of the "Women in Global Tourism and Trade" network

Tuesday, 4 March 2025 from 5.30 pm at the IPD stand: Hall 4.1 Stand 210

IPD is organizing an event for the new "Women in Global Tourism and Trade" network at ITB Berlin. At this event, women working in the tourism sector come together to exchange views on economic challenges and barriers specific to women, discuss solutions and share best practices.

Initial inspiration will be provided by a panel discussion featuring successful women from the tourism industry, sharing their experiences. Aayusha Prasain, Managing Director of "Community Homestay" in Nepal, will report on how she is developing tourism offers combined with local communities and women. Afterwards, there will be plenty of time to discuss the topics in more depth and expand your own network.

Import Promotion Desk (IPD)

The Import Promotion Desk (IPD) is an initiative to promote imports in Germany. IPD forms a link between small and medium-sized enterprises in selected developing and emerging countries and European importers. The aim is to integrate the partner countries into global trade, thus making a contribution to sustainable economic, social and ecological development in these countries.

IPD opens access to the EU market for small and medium-sized enterprises from the partner countries and supports them in establishing trade relations. IPD opens up new sources of supply in the partner countries for European importers who want to organise their entrepreneurial commitment in a sustainable way and supports them in the procurement process for certain products and services.

IPD is currently active in 21 countries: Brazil, Cambodia, Colombia, Côte d'Ivoire, Ecuador, Egypt, Ethiopia, Ghana, Indonesia, Kenya, Madagascar, Morocco, Nepal, Peru, Senegal, South Africa, Sri Lanka, Tanzania, Tunisia, Ukraine, and Uzbekistan.

IPD focuses on specific sectors: fresh fruit and vegetables, natural ingredients for food, pharmaceuticals and cosmetics, sustainable fish and seafood, cut flowers, sustainable tourism, and IT outsourcing.

The global development organisation sequa gGmbH is responsible for setting up and implementing the IPD in close cooperation with the German Wholesale, Foreign Trade and Services Association (BGA). The IPD is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ).

IPD is part of the "Partners in Transformation - Business & Development Network", into which the BMZ programmes for economic actors are organised. The aim of "Partners in Transformation" is to promote socio-ecological and feminist economic transformation in the partner countries.

Further information at www.importpromotiondesk.de

For further information please contact:

Import Promotion Desk (IPD)

Sandra Freiberg
IPD Coordinator Marketing /PR
Phone: +49 (0) 228 909 00 81 63
E-Mail: freiberg@importpromotiondesk.de

Press contact

Annegret Winzer
w communications
Phone: +49 (0) 30 23 99 72 14
E-Mail: a.winzer@w-communications.de